

## APPENDIX K: HONEY TECHNIQUE INDICES – MAIN STUDY

<b>Honey Technique indices</b>					
<b>Institution factors</b>					
<b><i>Attention of the media</i></b>					
HD13-11	75	H	LD13-13	70	I
HD3-5	70	I	LD14-4	70	I
HD5-1	70	I	LD5-2	70	I
HD8-5	65	I	LD6-8	70	I
HD9-2	65	I	LD2-6	65	I
HD1-13	60	L	LD7-4	65	I
HD14-4	60	L	LD10-10	60	L
<b><i>Societal pressures</i></b>					
HD10-12	60	L	LD10-7	70	I
HD2-5	60	L	LD12-6	70	I
HD6-10	60	L	LD14-11	70	I
HD9-11	60	L	LD5-11	70	I
			LD2-5	70	I
			LD4-6	70	I
			LD8-8	70	I
			LD10-10	70	I
			LD3-9	65	I
			LD5-4	60	L
			LD6-6	60	L
<b><i>Global standards</i></b>					
HD1-3	75	I	LD7-2	90	H
HD13-12	70	I	LD11-2	80	H
HD2-7	70	I	LD13-4	65	I
HD10-2	65	I	LD5-3	65	I
HD5-11	60	L	LD9-11	65	I
HD6-13	60	L	LD15-4	60	L
HD9-12	60	L			
<b><i>Industrial practice</i></b>					
HD7-3	90	H	LD12-2	85	H
HD4-8	75	H	LD2-2	85	H
HD11-4	70	I	LD6-2	85	H
HD12-2	65	I	LD8-2	85	H
HD11-5	60	L	LD9-2	85	H
HD8-3	60	L	LD10-9	80	H
			LD3-4	80	H
			LD4-3	80	H
			LD14-2	75	H
			LD2-1	70	I
			LD4-9	65	I

			LD5-12	60	L
<b>Regulatory agencies</b>					
HD13-1	75	H	LD11-1	70	I
HD14-8	75	H	LD14-1	70	I
HD2-11	65	I	LD15-10	70	I
HD5-9	65	I	LD1-6	70	I
HD9-10	60	L	LD4-10	60	L
HD12-11	55	L	LD8-3	60	L
<b>Required by parent company</b>					
HD7-7	70	I	LD15-11	85	H
HD11-12	60	L	LD1-7	85	H
			LD9-1	85	H
			LD13-11	75	H
			LD3-7	75	H
			LD7-10	75	H
<b>Benefit to Management</b>					
<b>Decision-making</b>					
HD1-14	75	H	LD13-9	75	H
HD12-4	70	I	LD6-11	75	H
HD15-11	70	I	LD8-1	70	I
HD13-8	65	I	LD11-11	70	I
HD15-3	65	I	LD5-8	65	I
HD11-10	60	L	LD8-11	65	I
HD12-1	60	L	LD15-1	60	L
HD4-5	60	L	LD3-2	60	L
HD5-8	60	L	LD6-7	65	I
			LD9-4	65	I
			LD11-4	60	L
			LD4-4	60	L
			LD14-12	60	L
<b>Fair presentation</b>					
HD13-6	75	H	LD6-12	95	H
HD7-2	75	H	LD7-5	80	H
HD6-12	70	I	LD15-7	75	H
HD13-4	70	I	LD10-3	70	I
HD10-11	65	I	LD12-8	70	I
HD4-12	65	I	LD13-3	70	I
HD9-6	65	I	LD14-3	70	I
HD7-10	65	I	LD8-5	70	I
HD1-10	60	L	LD1-11	65	L
HD11-1	60	L	LD11-3	65	I
HD14-7	60	L	LD1-2	65	I
HD2-2	60	L	LD12-7	65	I
HD3-8	60	L	LD2-3	65	I

HD6-9	60	L	LD6-9	65	I
			LD15-3	60	L
			LD3-10	60	L
			LD3-6	60	L
			LD10-8	60	L
<b>Stewardship</b>					
HD15-5	75	H	LD1-9	80	H
HD10-1	70	I	LD13-10	75	H
HD10-10	70	I	LD8-12	75	H
HD1-1	70	I	LD11-12	75	H
HD1-11	70	I	LD13-6	70	I
HD11-11	70	I	LD5-6	70	I
HD12-6	70	I	LD7-7	70	I
HD14-1	70	I	LD1-3	65	I
HD14-12	70	I	LD4-2	65	I
HD15-1	70	I	LD14-9	65	I
HD15-4	70	I	LD7-3	65	I
HD14-10	65	I	LD3-12	60	L
HD14-3	65	I			
HD12-10	60	L			
HD2-10	60	L			
<b>Reputation</b>					
<b>Provision of quality product</b>					
HD4-11	70	I	LD10-2	75	H
HD8-2	70	I	LD14-10	75	H
HD13-2	65	I	LD4-8	75	H
HD13-9	65	I	LD7-9	75	H
HD11-6	60	L	LD9-9	75	H
HD7-4	60	L	LD1-10	70	I
HD7-6	60	L	LD11-5	70	I
			LD15-6	70	I
			LD8-10	70	I
			LD9-10	70	I
			LD1-10	65	I
			LD12-4	65	I
			LD2-11	65	I
			LD3-3	65	I
			LD8-4	65	I
			LD4-12	60	L
<b>Image</b>					
HD6-6	95	H	LD7-6	90	H
HD2-3	85	H	LD15-8	85	H
HD10-4	80	H	LD15-2	85	H
HD11-3	80	H	LD1-1	80	H
HD15-6	80	H	LD11-7	80	H

HD2-1	80	H	LD5-1	80	H
HD3-2	80	H	LD6-4	80	H
HD4-7	80	H	LD9-6	80	H
HD7-1	80	H	LD12-5	80	H
HD8-6	80	H	LD10-6	75	H
HD4-9	80	H	LD1-12	75	H
HD3-6	75	H	LD12-9	75	H
HD8-8	75	H	LD2-8	75	H
HD4-4	75	H	LD8-9	75	H
HD6-5	75	H	LD14-8	70	I
HD7-9	75	H			
HD15-8	75	H			
HD10-5	70	I			
HD2-6	70	I			
HD3-7	70	I			
HD9-7	70	I			
HD5-3	60	L			
HD7-11	60	L			
HD9-9	60	L			
HD14-9	60	L			
<b>Leadership</b>					
HD1-12	80	H	LD13-1	80	H
HD3-3	80	H	LD5-5	80	H
HD6-1	80	H			
HD4-2	75	H			
HD9-1	75	H			
HD11-2	70	I			
HD8-9	65	L			
<b>Market advantage</b>					
HD14-11	80	H	LD1-8	65	I
HD1-9	80	H	LD4-1	60	L
HD2-9	80	H	LD7-1	60	L
HD3-12	80	H	LD6-3	60	L
HD6-4	80	H			
HD15-2	75	H			
HD4-3	75	H			
HD10-9	75	H			
HD3-13	75	H			
HD14-2	70	I			
HD2-12	60	L			
HD8-10	60	L			
<b>Promotion of brand</b>					
HD8-11	80	H	LD13-2	80	H

HD5-7	80	H	LD12-1	70	I
HD6-11	80	H	LD4-12	70	I
HD7-8	70	I			
HD5-10	65	I			
HD12-9	60	L			
<b>Stakeholder Management</b>					
<i>Customers decision-making</i>					
HD13-3	80	H	LD2-4	70	I
HD10-8	70	I	LD5-9	70	I
HD15-10	70	I	LD9-8	70	I
HD4-1	70	I	LD3-11	60	L
HD5-2	70	I			
HD11-7	65	I			
HD1-8	65	I			
HD6-3	65	I			
HD12-8	60	L			
HD7-5	60	L			
<i>Support for government</i>					
HD10-6	75	H	LD6-5	80	H
HD13-7	75	H	LD12-10	75	H
HD2-4	75	H	LD13-8	70	I
HD7-12	75	H	LD3-1	70	I
HD1-6	70	I	LD5-10	70	I
HD5-5	70	I	LD8-6	70	I
HD6-7	70	I	LD11-8	65	I
HD8-1	70	I	LD2-9	65	I
			LD15-5	60	L
			LD4-13	60	L
			LD9-7	60	L
<i>Investors decision-making</i>					
HD3-11	80	H	LD9-5	85	H
HD8-7	75	H	LD9-3	75	H
HD10-7	70	I	LD13-7	70	I
HD11-9	70	I	LD11-9	70	I
HD1-7	70	I	LD14-7	70	I
HD2-8	70	I	LD4-7	70	I
HD5-6	70	I	LD6-1	70	I
HD15-9	65	I	LD7-8	70	I
HD7-13	65	I	LD5-7	65	I
HD12-3	60	L	LD10-4	65	I
HD14-6	60	L	LD15-9	65	I
HD4-10	60	L	LD2-10	65	I
HD9-3	60	L	LD1-4	60	L
HD9-8	60	L			

<b>Employees information</b>					
HD9-5	85	H	LD13-5	85	H
HD5-4	80	H	LD3-5	60	L
HD11-8	70	I			
HD12-7	70	I			
HD3-9	70	I			
HD6-8	70	I			
HD3-1	60	L			
HD3-4	60	L			
HD6-2	60	L			
HD1-2	55	L			
<b>Stakeholder relations</b>					
HD1-5	85	H	LD10-5	90	H
HD15-7	85	H	LD2-7	85	H
HD3-10	85	H	LD12-3	80	H
HD8-4	85	H	LD3-8	80	H
HD10-3	80	H	LD11-6	75	H
HD12-5	80	H	LD4-5	75	H
HD13-5	80	H	LD8-7	75	H
HD1-4	80	H	LD14-5	65	I
HD14-5	80	H			
HD4-6	80	H			
HD9-4	80	H			